THE REVIEW

Vol. XXXV—No. 9

February 6, 1941

A GREAT BIG

Thank You

FOR A WONDERFUL TRIBUTE

J. Mackenzie.

If I Possessed a Store

If I possessed a shop or store,
I'd drive the grouchers off my floor.
I'd never let some gloomy guy
Offend the folks who come to buy.

I'd never keep the boy or clerk
With mental toothache at his work,
Nor let the man who draws my pay
Drive customers of mine away.

I'd treat the man who takes my time
And spends a nickel or a dime
With courtesy and make him feel
That I was glad to close the deal.

Because tomorrow (who can tell)
He may want the goods I have to sell,
And in that case how glad he'll be
To spend his dollars all with me.

The reason people pass one door
To patronize another store
Is not because the busier place
Has better silks, or gloves, or lace.

Or lower prices, but it lies
In pleasant words or smiling eyes,
The greatest difference, I believe,
Is in the treatment folks receive.

—From Houston Rotary Bulletin.
H. F. GROTTE.

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, FEBRUARY 6, 1941 No. 9

THANKS FOR THE HAPPIEST BIRTHDAY EVER

We must recognize the years as they come and go; realize and appreciate the opportunities we have had and the opportunity and privilege we have in starting another year.

You folks surely made it a happy birthday. Thanks a million for that great Sixth Week. Once again I want to assure you that I deeply appreciate the honor you do me in celebrating my birthday.

What a birthday cake! You'll see a picture of it in this week's REVIEW. That was quite a stunt of Jim Talcott's of having a candle for every seven orders. I know you folks got a bang out of it. And you should have seen that beautiful cake with the candles lighted. It was truly a symbol of this business and what is accomplished in it. I realize and appreciate the effort put forth. Jim was thoughtful enough to have one larger candle in the center of the cake to represent all of you who had five or six orders. Every one of us here at the home office appreciates every dollars worth of business written in the Birthday Week. It was a real accomplishment.

The traditional birthday roses from the old timers here at headquarters—which you see in the photograph—were unusually beautiful this year. Each donor's initials are encrusted in jewels on a card

attached to the roses. This hand, head and heart work done by our own Laura Lux. I think we'll have to put Laura in the field to sell.

Thanks sincerely for everything—the birthday cards, wires, gifts and for that GREAT SIXTH WEEK. You folks in the field are establishing such fine records that you are spurring us on even more than usual to do bigger and better things for you and our customers. You Quota Busters, B.E.D. Makers and Early Birds are doing big things, in spite of obstacles, and I know that each and every one of you is going to fight to make an outstanding record in February, particularly because that Sixth Week gave us such a great start on the month. A little more than one down—a little less than eleven to go. Time Marches On!

One thing more—you'll be interested to know that my six months old granddaughter, Mary Susan Dow, made her first visit to the office and plant on Monday to wish me A Happy Birthday. She looked like she approved of everything that was going on.

G. R. Russell in Idaho has a live-wire florist account in Pocatello. Maybe you'll remember that last year he sent me a singing birthday vase purchased at that floral shop. This year G. R. sent me a carved wooden fish. My guess is that he and the florist did some conniving because there is one of our thermometers on the tail of the fish and in its mouth is a bait, evidently one of the favorites in Idaho. Anyway I'll try it out and see how it works in Illinois and Wisconsin. There is a real verse engraved on the fish, the thought of which I wish to leave with you in closing:

KEEP ON FISHIN'

If the wishes you've been wishin'
Miss fulfillment day by day,
If the fish for which you're fishin'
Swim out farther in the bay,
Don't give up and quit your wishin' . . .
Bait your hook and keep on fishin'.

J. Mackenzie.

THE '42 LINE BEARS THE BUYER'S STAMP OF APPROVAL

Our first authentic analysis of sales on the pictures in the 1942 line has been made, and as many said at convention there isn't a filler in the line. Each subject has gotten its share of class orders, and the leaders in the line have been sensational.

All follow-up pictures have the stamp of approval, and now the majority of early buyers have been contacted. As we enter into February and the remainder of the year, it would be wise for every salesman to create more new customers on our excellent follow-up story-telling pictures.

The Will Rogers sales for the fifth year are stupendous. 'The Spirit of America" is following "Their Priceless Heritage" in a grand way and will accomplish the greatest job of the year in creating new calendar buyers. Think about some of the business men in your territory that do not understand and therefore oppose calendar advertising. Show and sell them posters. It won't be hard, after you have illustrated the value of indoor billboards and their ability to purchase wall space at lowest cost, to show them that a calendar pad is an added value.

Bluebird customers are enthusiastically endorsing "Happy Bluebird Family" and are buying it. New Bluebird customers in 1941 should be your aim. "Be Sure You Are Right, Then Go Ahead" and "Spanky's Safety Patrol" are both record-breaking safety campaigns, and "Peekaboo" is the twelfth and one of the best of Bradshaw Crandell's girl and parrot pictures. They have become trademarks for thousands of enthusiastic customers.

You'll never go wrong by showing and selling our follow-up pictures for you eliminate your competitors and have renewals that build volume and increase earnings year after year.

James R. Talcott

THE EARLY BIRDS OF 1941

Standing at End of Sixth Week, February 1st

SENIORS

1. EARL
2. MITCHELL
3. CHAMBERLAIN
4. HARTMAN, J. C.
5. HIMELHOCH
6. SIEGEL
7. KEBOCH
8. MRS. PETERSON
9. CLAYTON
10. KERSEY
11. LIPFORD
12. McWILLIAMS, A.
13. BERCOVIT
14. HAYNES
15. HIGGINS
16. MOSS
17. STEVENSON
18. LAING
19. VORES
20. PERRY
21. HODSON
22. MORRISSEY, D. M.
23. MADDOX
24. GIBSON
25. OLSON
26. HERRMANN
27. THURN
28. RICKER
29. BOND
30. MELCHER

JUNIORS

1. ADAMS, S. E.
2. EVANS
3. PHILLIPS, JASPER
4. MESSICK
5. WAITE

EARL IS LEADING THE SENIORS BY THE B. E. D. ROUTE

Perc Earl has climbed steadily and consistently week after week until he has finally taken over first place from which position he noses out Marvin Mitchell. Mitchell, however, is only one point behind the leader and Charlie Chamberlain, who assumes third place is only two points behind Mitchell, with Jim Hartman now in fourth position with a substantial lead over Leo Himelhoch who is in fifth place.

Isidor Siegel is now in sixth place with P. H. Keboch in seventh, Mrs. Fannie Peterson in eighth, Charlie Clayton in ninth and Howard Kersey in tenth.

Maddox, Gibson and Herrmann coming up from the field, break into the running, but not into the charmed circle yet—however there's plenty of time and opportunity for upsets and it's still anybody's money.

* * *

ADAMS TAKES OVER FIRST PLACE IN THE JUNIOR LEAGUE

Adams passes Evans and takes the lead position by a margin of a little more than a point.

Phillips is still holding third place while Messick comes up from the outside and takes possession of fourth place. Waite still holds fifth place.

$1,000 CLUB

END OF SIXTH WEEK

*FRED W. BELL
**BENJAMIN BERCOVIT
*****C. I. CHAMBERLAIN
****CHARLES CLAYTON
A. F. COOPER
*****P. C. EARL
*J. H. ETTER
HARRY D. EVANS
G. ROBT. FALLS
J. O. GAMMELL
E. H. GERRISH
W. E. GIBSON
E. A. GILMORE
***H. F. GROTTE
*AMASA HARTMAN
***J. C. HARTMAN
***SAM E. HAYNES
JOE HENDERSON
*WM. C. HERRMANN
CLIFFORD HIGGINS
****LEO L. HIMELHOCH
*SIDNEY A. HODSON
J. B. KASPER
*P. H. KEBOCH
EUGENE KELTNER
*H. J. KERSEY
MRS. A. C. JAHL
J. R. LAING
**R. H. LIPFORD
*A. McWILLIAMS
**RUDY MADDOX
GEO. H. MALONEY
KATHERINE MELCHER
E. E. MEYER
****M. G. MITCHELL
D. M. MORRISSEY
**L. H. MOSS
A. A. MULDREW
OTTO NOELL
**R. S. OSBURN
**R. S. PERRY
***FANNIE PETERSON
FRANK R. RAITZ
*H. F. RICKER
DOC SAGE
J. M. SAUNDERS
L. R. SHEPARD
*ISIDOR SIEGEL
*E. B. SIERER
*CRAIG SOHN
*F. M. STEVENSON
ESTELLE P. THOMPSON
A. W. VORES
S. C. WHALEN

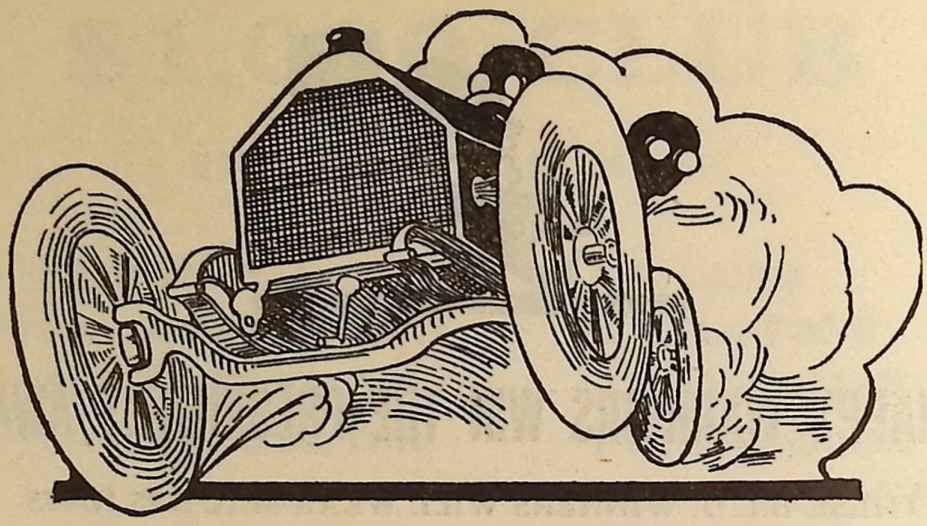
* Indicates Additional Victory Weeks.

46 HAPPY WARRIORS WIN THE PRESIDENT'S AWARD

THESE B.E.D. WINNERS WILL WEAR MAC'S $5 HATS

BELL, F. W.
BERCOVIT
BOND
BYRNE
CALLAWAY
CHAMBERLAIN
CLAYTON
EARL
ESTES
GATLIFF
GIBSON
GROTTE
HARTMAN, A. S.
HARTMAN, J. C.
HAYNES
HERRMANN
HIGGINS
HIMELHOCH
KASPER
KEBOCH
KELTNER
KERSEY
LAING
LEVIN
LIPFORD
McWILLIAMS, A.
McWILLIAMS, R.
MADDOX
MESSICK
MEYER, E. E.
MITCHELL
MOORE, J. L.
MORRISSEY, J. L.
MOSS
NIXON
NOBLES
OLSON
PERROTT
PERRY
PETERSON, MRS.
PITTMAN
SCHEAFER
SMITH, H. S.
STEVENSON
TIMOTHY
THURN
WALKER

While the B.E.D. Contest ended last Saturday, yet that doesn't mean that these winners are going to quit. Many of them will continue to make perfect scores until vacation time and some will still be making B.E.D. next December. Why not YOU?



THE BIG G-B MACHINE IS STILL IN HIGH GEAR

SALES CONTINUE TO SHOW SUBSTANTIAL INCREASES

And once again we'll have to ask your indulgence for our very meager details of your many fine sales. Please be assured that even though hundreds of sales are passed up without comment, we do appreciate the work you're doing and are grateful for the achievement of the finest sales force in the world.

Salesman	State	Line of Business	Subject	Amount
C. I. CHAMBERLAIN,	Pa.	Newspaper Publisher	Spec. Carrier Greeting	$795
MRS. PETERSON,	Ohio	Sales Book Mfgr.	Greeting No. 4280	770
R. S. OSBURN,	Illinois	Coal Company	Blue Heaven, Peekaboo	575
A. McWILLIAMS,	Virginia	Tire Shop	Silver Dawn	512

ONLY THE BEST FROM EVERY PORT
Sold by John Gilbert on "Clipper Ship Surprise" to a Fish Dealer

A. F. COOPER,	Illinois	Iron Works	Spirit of America	450
F. W. BELL,	Michigan	Funeral Home	Religious Calendars	312
D. M. MORRISSEY,	N. Y.	Funeral Home	Religious Calendars	310
GEO. HAWKINS,	Michigan	Clay Products	Our America, News Quiz	353
BERT STIFF,	Illinois	National Bank	Assorted R8, R9	330

WE BUILD FOR TOMORROW BY OUR SERVICE OF TODAY
Sold by John Gilbert on Will Rogers to an Auto Dealer

IN ORDER THAT WE MAY KEEP ALIVE THE MEMORY OF A GREAT AMERICAN

Sold by John L. Smith on Will Rogers to an Electric Shop

Salesman	State	Line of Business	Subject	Amount
J. W. HATCH,	Mass.	Hardware	Plain Business	$380
O. O. NOELL,	Kansas	Farmers Coop.	Farm Record	370
J. W. HATCH,	Mass.	Oil Company	My Bonnie	330
K. H. GERLACH,	Florida	Lumber Company	Will Rogers	210
J. C. HARTMAN,	Kansas	Casket Company	Kiddie Champions	210
W. C. HERRMANN,	Mich.	Steel Treating	Priceless Heritage	240
CECIL NIXON,	Wyoming	Trading Company	Springtime in Forest	225
K. H. GERLACH,	Florida	Dairy	Puppy Love	235
E. L. CLAWSON,	Missouri	Insurance Company	Down on the Farm	300
P. C. EARL,	New York	Market	Autumn Rhapsody	200

IF YOU RIDE ON OUR RE-CAPS YOU CAN STOP

Sold by Newton Beatty on Safety First to a Tire Recap & Repair Co.

GEO. D. WOLFE,	Penna.	Insurance	My Blue Heaven	160
BEN HARTMAN,	Colorado	Beauty Shop Supplies	My Blue Heaven	170
H. M. BUCKLEY,	Calif.	Cleaner	Priceless Heritage	228
P. C. EARL,	New York	Funeral Home	Sympathy Cards	135
CLIFFORD HIGGINS,	Minn.	Oil Company	Happy Bluebird	115
H. A. GORSUCH,	Colorado	Trading Company	Peace and Happiness	155
W. E. GIBSON,	Penna.	Lumber Company	Holiday Greetings	105
E. H. GERRISH,	Conn.	Electrical Appliances	My Bonnie	187
BEN BERCOVIT,	Penna.	Coal and Ice	Will Rogers	125
E. P. PITTMAN,	N. M.	Sanitary Supplies	News-Quiz Kiddies	134

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

Sold by W. A. Scheafer on "Proud Mothers" to a Milling Company

A. A. MULDREW,	Kansas	Funeral Home	Religious Calendars	180
H. J. KERSEY,	Penna.	Baking Company	Feller's Got a Friend	125
LEO L. HIMELHOCH,	Mich.	Finance Company	Priceless Heritage	130
LEO L. HIMELHOCH,	Mich.	Florist	Scenes of My Childhood	105
WM. C. HERRMANN,	Mich.	Screen Door Mfgrs.	Spanky's Safety	140
CHAS. CLAYTON,	Penna.	Label Service	Peekaboo	160
F. L. ZIMMERMAN,	Ohio	Funeral Home	Religious Calendars	180
A. W. VORES,	New Jersey	Coal Company	Feller's Got a Friend	130
BERT STIFF,	Illinois	Real Estate	Bluebird Family	180
BERT STIFF,	Illinois	National Bank	Religious Calendars	150

LET US BUILD THE HOME OF YOUR DREAMS

Sold by G. Matheson on Better Homes & Gardens to a Contractor

YOUR HOME SHOULD COME FIRST
Sold by B. A. Day on "Here Peace and Happiness Abide" to a Real Estate Dealer

Salesman	State	Line of Business	Subject	Amount
C. M. ROADSTRUM	Mich.	Tractor Equipment	Sunrise	$160
R. S. OSBURN	Illinois	Flower Shop	Bluebird Family	120
P. M. WINTER	Penna.	Electric Shop	Be Sure You Are Right	130
S. C. WHALEN	Penna.	Coal Dealer	Be Sure You Are Right	120
E. L. VINCENT	New York	Dairy	My Bonnie	155
R. E. SHEA	N. H.	Oil Company	Be Sure You Are Right	120
R. S. PERRY	New Jersey	Funeral Home	In Memoriam	160
J. B. KASPER	Tenn.	Furniture Mfgr.	Class X Blotters	135
J. B. KASPER	Tenn.	Jewelry Company	My Blue Heaven	120
H. S. SMITH	New York	Coal and Supplies	Will Rogers	120

IT'S THE FRIENDS WE MAKE THAT MAKE US
Sold by W. E. Gibson on "Peekaboo" to a Beverage Distributor

C. W. FISK	California	Chrysler Dealer	Spirit of America	115
P. C. EARL	New York	Savings Bank	Y Bright Bouquets	191
L. T. CUNNINGHAM	La.	Lumber Supplies	SQA-3	121
L. R. SHEPARD	New York	Plumbing Company	Scenes of My Childhood	105
C. M. ROADSTRUM	Mich.	Tool Company	Dogs by Dennis	122
E. P. PITTMAN	N. M.	Well Supplies	Will Rogers	135
A. A. MULDREW	Kansas	Funeral Home	Will Rogers	170
JACK MOORE	Indiana	Bale Tie Co.	Light of Her Eyes	165
ALAN. J. KIDD	Nebraska	Bakery	Rah Rah Rah	120
L. H. MOSS	North Carolina	Funeral Home	Spirit of America	100
H. W. TIMOTHY	Calif.	Insurance	Will Rogers	100
BEN D. GATLIFF	Ky.	Motor Company	Forever Yours	100

WE'RE ROOTING FOR THE ———— CLEANER AND LAUNDRY
Sold by L. T. Cunningham on Rah, Rah, Rah to a Laundry

BEN D. GATLIFF	Ky.	Coal and Lumber	Come Back Here	100
W. H. MADDOX	S. C.	Real Estate	My Blue Heaven	100
CLYDE ESTES	Arkansas	Oil Company	Rah Rah Rah	100
L. H. MOSS	N. C.	Funeral Home	Spirit of America	100
LEO L. LEVIN	Utah	Savings Bank	Spirit of America	100
A. McWILLIAMS	W. Va.	Electric Company	Peekaboo	127
CECIL NIXON	Montana	Laundry	Be Sure You Are Right	100
PERC EARL	New York	Wholesale Meats	Direct Mail	285
PERC EARL	New York	Auto Sales and Service	Greeting No. 4230	125
A. W. THURN	Wisconsin	Wholesale Tobacco	Greeting No. 4266	250
F. M. STEVENSON	Oregon	Medical Doctor	Class Y Blotters	105

COME BACK HERE WHEN YOU WANT QUALITY AND SERVICE
Sold by Leo Himelhoch on "Come Back Here" to a Coal Dealer

Salesman	State	Line of Business	Subject	Amount
A. McWILLIAMS,	W. Va.	Farm Insurance	Be Sure You Are Right	$743
R. H. LIPFORD,	Virginia	Funeral Home	Sympathy Cards	470
F. L. ZIMMERMAN,	Ohio	Carbon Products	Special Class A	385
MRS. A. C. JAHL,	Tenn.	Lumber	12-Sheets	285
J. C. HARTMAN,	Kansas	Wet Wash	Will Rogers	220
A. J. MORRIER,	Mass.	Package Liquor	My Bonnie	245
J. H. ETTER,	California	Bank	Freedom For All	230
J. H. ETTER,	California	Business School	Guiding Hand	200
J. H. ETTER,	California	Hatchery	Light of Her Eyes	120
H. F. GROTTE,	Texas	Funeral Home	In Remembrance	200
H. F. GROTTE,	Texas	Dairy	Hold Everything	150

YOUR FRIENDSHIP IS OUR GREATEST ASSET
Sold by Jut Laing on "Light of Her Eyes" to a Scrap Metal Dealer

E. L. VINCENT,	New York	Lumber	Houghton Mill	160
NORMAN WILSON,	Oregon	Grain and Feed	Puppy Love	
			Proud Mothers	100
LEON G. TERRY,	New York	Funeral Home	Emergency Call	102
W. A. SCHEAFER,	Penna.	Automotive Sales	Plain Business	120
MRS. PETERSON,	Ohio	Savings Bank	Proud Mothers	116
THOS. F. ORVIS,	Ohio	Dairy	My Diary	105
L. H. MOSS,	North Carolina	Loan and Trust	Houghton Mill	101
L. H. MOSS,	North Carolina	Funeral Home	Spirit of America	100
K. MELCHER,	Wisconsin	Pattern Works	Dogs by Dennis	127
A. McWILLIAMS,	W. Va.	China Company	News-Quiz	140

WE'LL GO A LONG WAY TO SERVE YOU
Sold by R. McWilliams on "When a Feller's Got a Friend" to a Taxicab Company

RAY LEHMAN,	Penna.	Contractor	Freedom For All	110
S. A. HODSON,	Michigan	Sausage Mfgr.	My Blue Heaven	175
SAM E. HAYNES,	Texas	Cement Products	Kiddie Champions	105
K. H. GERLACH,	Florida	Lumber	Spirit of America	130
P. C. EARL,	New York	Funeral Home	Silver Dawn	145
C. I. CHAMBERLAIN,	N. Y.	National Bank	Grand Canyon of Yel...	130
R. F. DUNLAP,	Georgia	Bank	Religious Calendars	145
K. H. GERLACH,	Florida		Happy Bluebird	100

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE
Sold by Bill McNerney on "When a Feller's Got a Friend" to a Florist

WE MUST GET TOGETHER—NOW

By the deliberate intention of our founding fathers this nation is a REPRESENTATIVE REPUBLIC—not a straight-cut democracy. In other words, the United States is managed by REPRESENTATIVES elected by the people for THAT purpose. It never was intended that the people of this country should decide matters of national policy — particulary FOREIGN policy—by means of pressure groups, popular polls, committees, petitions, "marches on the capital," letters, telegrams, referendums, or any such methods.

Under the Constitution the people of the United States elect a President and a Vice-President every four years, a House of Representatives every two years, and one-third of the Senate every two years. Through these elections the PEOPLE have the opportunity to choose the officers who are to pilot the Ship of State. And, having elected these officers, the people are supposed to abide by their decisions.

The Constitution of the United States has been in operation for 152 years. During this century and a half this country has proved that the American form of government is the finest ever devised by man. We have enjoyed peace and fought wars under BOTH Republican and Democratic presidents, and in times of crisis we have ALWAYS placed the welfare of the country ABOVE personal or political prejudices. As a people we have always STOOD SOLIDLY BEHIND THE PRESIDENT AND THE CONGRESS. Because the outside world has known that we do, the United States has grown great and powerful. In fact it has been the ONLY GREAT NATION IN THE WORLD THAT COULD BE COUNTED ON TO STAND BEHIND ITS GOVERNMENT, come weal or woe.

It is time we get this fact clearly in mind because it marks the VITAL DIFFERENCE between the American form of REPRESENTATIVE GOVERNMENT, and the other types of democracy in which governments can be overthrown at almost any time. It is because of the fact that American governments are SECURE against the temporary passions of the people th
American treaty is really BINDING,
it is because our decisions ARE bi
that other nations have always held
Government in high esteem. They
known that when the President an
Congress DECIDE a matter of policy,
decision becomes THE POLICY OF
WHOLE AMERICAN PEOPLE.

Remembering that under our for
government we ELECT LEGISLA
AND EXECUTIVE OFFICERS to mak
laws. determine our policies, and guid
destiny of this nation, let us see wher
stand today.

On the fifth day of last Novembe
elected a President and Vice-Preside
the United States, an entire NEW
of Representatives, and one-third o
Senate.

The President we elected was nomi
on July 17th and for three and one
months campaigned among other thing
HELP FOR BRITAIN SHORT OF

The candidate he defeated, Wend
Willkie, was nominated on June 26th
both BEFORE and AFTER his nomi
announced that he was in FULL AG
MENT with President Roosevelt on
FOR BRITAIN SHORT OF WAR.

On November 5th, Franklin D
Roosevelt and his opponent, Wendell
kie, received a total of 49,569,165 vo
far and away the biggest vote ever
in a national election. The leading
candidate — Norman Thomas — rec
116,796 votes. The total vote for a
minor candidates was one of the SM
EST ever cast in this country. It w
small as to be infinitesimal.

Never before in a presidential camp
have two candidates agreed so close
an issue of FOREIGN POLICY as did
Roosevelt and Mr. Willkie. Their v
were accurately known. Everybody
was literate KNEW that both Mr. R
velt and Mr. Willkie were in favor of
TO BRITAIN and TOTAL NATIONAL
FENSE. BOTH stated they would exert every effort to keep America out of foreign wars, and that in no case would they send American troops outside of the Western Hemisphere or our colonial possessions. With that understanding, Mr. Roosevelt was elected to a third term with a total of 27,241,939 popular votes, while Mr. Willkie ran up an impressive total of 22,327,226 votes. TOGETHER THEY CARRIED BOTH THE POPULAR AND ELECTORAL VOTE OF EVERY STATE IN THE UNION.

That was only THREE MONTHS AGO.

Recently Mr. Roosevelt sent to Congress his famous "Lease-Lend" Bill to implement the "AID TO BRITAIN" policy for which the people voted. Mr. Willkie announced that with a few amendments he thought the bill should be passed. Congressional committees in charge of hearings on this bill have agreed to make the amendments that have been demanded. Spokesmen for the President have announced their willingness to accept the most important of these amendments.

In other words, from present indications the "Lease-Lend" Bill desired by the President who received nearly 28,000,000 votes three months ago, and endorsed by the losing candidate who received nearly 23,000,000 votes three months ago, will soon be passed by the Congress elected three months ago.

What more do the people want?

If we believe in the Constitution of the United States, we must also believe in the FORM of government the Constitution sets up. If we believe in the FORM of government, we must certainly be willing to abide by the decisions made BY that Government.

Mr. Roosevelt will be our President for the next four years.

This Congress will be in existence for the next two years.

During that time the fate of civilization very probably will be decided. HOW it will be decided depends very largely upon the policy pursued by this government.

That policy may take us into war. It may not.

Whether it does—or whether it doesn't —depends not so much upon what President Roosevelt does as upon what the Dictators do.

In any case, the most important issue before the American people today is NOT the issue of foreign war. The MOST IMPORTANT ISSUE—the vital issue—is DOMESTIC SOLIDARITY AND COMPLETE COOPERATION.

"A house divided against itself cannot stand."

Neither can a nation. All history proves that.

What this country needs is to GET TOGETHER—NOW.

THIS IS NO TIME FOR PARTISAN POLITICS OR PERSONAL PREJUDICES.

If we believe in our FORM OF GOVERNMENT, for heaven's sake let's REALLY believe in it. Let us prove that we DO believe in it by letting our foreign policy remain in the hands of the President and the Congress.

That's what REPRESENTATIVE GOVERNMENT means.

This nation is at the cross-roads. It will fail if WE fail to GET TOGETHER and KEEP TOGETHER. It will NOT fail if we STAND SOLIDLY BEHIND THE PRESIDENT AND THE CONGRESS.

Let's have faith in our form of government.

Let us KEEP THAT FAITH by standing four-square WITH our Government.

Jewett E. Rucker

SELLNER BROS. CO.

COKE COAL FUEL OIL

PATERSON, N. J.

The Gerlach-Barklow Company,
Joliet, Illinois

January 23rd, 1941.

Gentlemen:

We are pleased to enclose herewith our Check No. 7232, for $155.05, representing payment of our 500 1941 Calendars, amounting to $152.70, plus Freight Charges of $2.35.

You will be interested to know that the subject which we chose for this year, "Mill in Fourges, France," by Paul Emile Le Comte, has been very well received by our customers, and this year's calendar was the subject of much favorable comment.

May we add that, altho we have not always purchased our calendars from your house, we are particularly well pleased with this year's selection. We owe thanks to your Mr. Thomas A. Perrott for suggesting that we consider "Mill in Fourges" for our distribution, and assure you that he shall always be welcome here to show his new line.

Very truly yours,

WJS:FS

SELLNER BROS. CO.
Frank Sellner

HOW MANY PEOPLE IN THIS PICTURE?

More than eight!

Besides President MacKeever and his seven well-wishers* there are a couple of hundred salesmen and saleswomen in the picture—for each candle represents one member of the G-B Family who had seven or more orders to report in the birthday wire. The big candle in the middle is for all the others who did not report seven orders, but who telegraphed good news and best wishes just the same.

*** Left to right: Mel Turner, Ernest Barklow, Eva Mae Sypher, Jim Talcott, K. H. Beuret, Rie Seely, the Birthday Boy himself, Stella French.**

More About the Picture That Is Worth Ten Billion Words

In the last issue of REVIEW we promised to let you see some of the letters received by Porter Loring of San Antonio in response to his distribution of the new "Spirit of America" poster.

HERE'S AN ACKNOWLEDGMENT FROM THE COMMUNITY CHEST MANAGER WHO IS ALSO CHIEF EXECUTIVE IN SAN ANTONIO'S LEADING ADVERTISING AGENCY.

DEAR PORTER:

Both "Pep" Towner and I are entranced with your "Spirit of '76" done in terms of youth. It is both moving and impressive. Can we get another copy? Mr. Towner is anxious to send it on to the executive head of Community Chests & Councils—as a hint, if not more, for a poster for the 1941 autumn campaigns of Community Chests over the nation. Who did it? And do you mind telling us where you got it?

Good-luck. One of us will drop by as soon as our colds, flu and the worst of the year's-beginning work are all behind us.

MRS. BOB COULTER,
Community Chest of San Antonio.

* * *

AND HERE'S PORTER LORING'S REPLY TO MRS. COULTER

San Antonio, Texas
January 31, 1941

MRS. BOB COULTER,
San Antonio, Texas

Dear Friend:

Glory be! Who would have ever thought that a poor struggling undertaker could ever reach that place where folks so capable and able as you and our Community Chest Executive are, would write as you have about his advertisement.

In reality, it isn't an advertisement, except as it indirectly earns for me from other people, the same good will that your kind words indicate you feel.

Gladly do I send you another copy—and with it a couple of calendars that clicked for me.

Both of them are from the presses of the Gerlach-Barklow people—and I recommend them as a fine cooperative organization.

They will be proud of your opinion—and I personally will appreciate your having a talk, relative to your plans, with their local representative, Mr. John L. Smith, 1203 West Magnolia, Parkview 28365, who to me has been a great help in getting these pictures into places where only a few are given wall space.

Thanks again for the nice things you have said.

Very sincerely yours,

PORTER LORING.

* * *

HERE'S WHAT JOHN L. SMITH HAS TO SAY ABOUT IT

DEAR MR. BARKLOW:

I am herewith enclosing a few of the cards Mr. Porter Loring has received in appreciation and response to the distribution of "Spirit of America."

However the distribution has only just been started, and the majority of same, is yet to come. I wanted to send you these responses now, and within the next ten days will send you an "avalanche" more or less, from the balance of the distribution.

Yours very truly,

JOHN L. SMITH.

AND HERE ARE COMMENTS BY SOME OF SAN ANTONIO'S LEADERS

DEAR PORTER:

Some folks say youth has had no experience. Your picture disproves this. Our children are most experienced. They have been at Valley Forge with Washington, at Lexington with the Minute Men, riding with Paul Revere. They were with Paul Jones, and with Andy Jackson at New Orleans in 1812. They were with Lee and Grant at Appotomox. They entered the harbor of Manila with George Dewey and stormed San Juan Hill with Teddy Roosevelt. They were at Chateaux Thierry and the Argonne Forest. They rode the Spanish Main and went west with the covered wagons, fighting Indians with Custer and Buffalo Bill. They are still marching, carrying the tools of freedom—a hoe, a doll, an airplane.

No Experience?—Enough experience to insure the "Spirit of America."

WARD BURRIS,
Columnist—S. A. News & Express.

* * *

DEAR PORTER:

You have hit another "bull's-eye" with your "Spirit of America" posters. These will have a splendid educational value—awake us as to what is ours to protect and preserve.

Sincerely,

C. C. KRUEGER,
S. A. Machine & Supply Co.

* * *

DEAR MR. LORING:

Thanks a million for "Spirit of America," which was the spirit of our forefathers and which is our children of today who will do the same as our forefathers did in 1776—That our land be of one flag, one language, and the home of Democracy.

Again thanking you, I remain,

Sincerely yours,

CLEM J. SMITH,
Past Commander, Alamo Post No. 2, American Legion.

* * *

DEAR MR. LORING:

You are doing a fine thing in putting out these posters which make most of us stop and think a little more about what we owe this great country of ours. I certainly intend to cooperate with you in this work by displaying the posters where they will be seen by every employee of the hotel.

Sincerely yours,

ARTIE COMPTON,
General Manager, The Gunter.

* * *

DEAR MR. LORING:

We have just received a poster, "Spirit of America" sponsored by you. We deeply appreciate the poster hanging in our office and the meaning of it—(1779-1941). We sincerely hope that they are put up in every office and establishment in our city.

Sincerely,

W. O. BROWN,
P. B. CLARKSON,
International Union of Operating Engineers.

* * *

DEAR MR. LORING:

We wish to thank you for your new Poster "The Spirit of America." It is an inspiring Poster and we are glad to be remembered by you.

Sincerely,
STANDARD ELECTRIC COMPANY, Inc.

DEAR SIR:

Your representative has just given me one of your beautiful pictures portraying the "SPIRIT OF AMERICA." I think this is a beautiful picture, so much that I intend to have this one framed and present it to the 8-A graduating class of Page School.

MRS. SIM E. TYLER,
President Page Jr. Parent Teacher Association.

* * *

DEAR SIR:

We really appreciate the posters and are sure they will revive in all of us the spirit of true Americanism.

Sincerely yours,
L. W. ELLIS,
Sunset Motor Lines.

* * *

DEAR MR. LORING:

Thanks very much for this timely picture. Few people can overlook the beauty of this picture and of your heartily patronage to this country, I think it is swell of you.

STANLEY WILKINSON,
Westinghouse Electric.

* * *

DEAR MR. LORING:

Thank you for the nice reminder—expressing patriotism and service.

Yours very truly,
E. Y. WHITE, Inc.,
E. B. White.

* * *

GENTLEMEN:

We wish to thank you for the very nice picture, "Spirit of America." It is our belief there should be more such pictures on American walls.

BUD LIME & CEMENT CO.

* * *

DEAR MR. LORING:

Many thanks for the copies of "Spirit of America." These pictures are truly inspiring, and we are pleased to display them in our place of business.

E. R. DUPRE,
Milam Chevrolet Company.

* * *

DEAR MR. LORING:

The Y. M. C. A. acknowledges with appreciation the receipt of "Spirit of America."

N. C. SMITH, JR.

* * *

MR. PORTER LORING:

Thank you kindly for your fine calendar. Needless to say we are in perfect accord with your portrayal.

Very truly yours,
S. J. MALONEY,
International Harvester Company.

* * *

DEAR MR. LORING:

Many thanks for the beautiful picture "Spirit of America." This is surely appreciated and is now hanging in a very prominent place in our office.

SHINER-SIEN PAPER COMPANY,
Louis E. Sien, Sr., President.

* * *

Many thanks for thinking of me.

C. BAUMBERGER, JR.,
S. A. Portland Cement Company.

"KEEP COOL AND KEEP COMING"

That copy line has sold more thousands of fans for Guy Dean than we can count, yet despite the fact that we've exploited it for over a year, there aren't more than a dozen salesmen who are using it.

Guy sells fans to druggists, grocers, cafes, restaurants, beauty shops, markets, cleaners, laundries, women's shops, taxicab companies, movie theaters and a score of other lines of commercial enterprise and practically every order starts off with that same line—"KEEP COOL AND KEEP COMING."

Won't you give Guy's copy suggestion a trial—just one day and let us know the result?

Now that you have the samples of those fan specials to sell at $24 per thousand, you have a real opportunity to get the lion's share of the fan business in your territory.

DEAR MR. BARKLOW:

Along with the enclosed responses on Mr. Loring's campaign of "Spirit of America," I am enclosing a very interesting card which he received in response and thanks for the poster, also his reply.

Mrs. Bob Coulter, the signer, is the wife of Bob Coulter, who heads a very prominent advertising agency here. Mrs. Coulter is chief publicity agent, etc., for the Community Chest, and "Pep" Towner whom she mentions is the head of same.

I am going to see her, Monday, and will advise you of the outcome of my visit. There seems to be some possibilities here for something and I hope it may materialize into our making something equally as fine as "Spirit of America" for the Community Chest drive, nationally.

Yours truly,

JOHN L. SMITH.

P. S.—That's a mighty nice tribute and response, from Porter Loring, isn't it?

EARLY BIRDS OF FORTY-ONE

A Ten Weeks contest starting December 26th, 1940, and running to March 1st, 1941. Twenty-five cash prizes will be awarded.

Prizes will be awarded for performance, based on volume of business and number of orders. We have divided the sales force into two classes, Seniors and Juniors. Seniors are those who have represented the Gerlach-Barklow Company prior to December 26th, 1939, or who have had previous calendar selling experience. Juniors are those who have joined our organization since December 26th, 1939, who have not had previous calendar selling experience.

	Points
VOLUME	75%
NUMBER OF ORDERS	25%

There will be prizes awarded to the 20 highest ranking Seniors and five highest ranking Juniors, as follows:

Seniors

First Prize	$100.00
Second Prize	75.00
Third Prize	50.00
Fourth Prize	45.00
Fifth Prize	40.00
Sixth Prize	35.00
Seventh Prize	30.00
Eighth Prize	25.00
Ninth Prize	25.00
Tenth Prize	20.00
Eleventh Prize	20.00
Twelfth Prize	15.00
Thirteenth Prize	15.00
Fourteenth Prize	15.00
Fifteenth Prize	15.00
Sixteenth Prize	10.00
Seventeenth Prize	10.00
Eighteenth Prize	10.00
Nineteenth Prize	10.00
Twentieth Prize	10.00
	$575.00

Juniors

First Prize	$50.00
Second Prize	40.00
Third Prize	30.00
Fourth Prize	20.00
Fifth Prize	10.00
	$150.00

The following rules will govern this contest: Contest began Thursday, December 26th, and ends Saturday, March 1st. No business received in envelopes postmarked later than March 2nd will be counted. Reports must be mailed daily or not less than semi-weekly. Only complete orders ready for manufacturing will be counted. Low-priced commercial specials will not be counted.

REACHING THE HEART OF THE HOME FOR A PENNY A MONTH

Recently we've noticed "scads" of Bread-and-Butter orders calling for our little Engagement and Reminder Calendar, S-263.

The buyers of this handy little calendar are coal dealers, jewelers, florists, furniture dealers, gift shops, optometrists, department stores, cleaners and laundries.

The usual quantity sold is five hundred calendars for the modest sum of $60 which makes the advertiser's investment just one penny a month for every home where his calendar hangs.

Those salesmen who are selling S-263 are selling it because they've studied their samples and familiarized themselves with the useful qualities of this handy little Engagement and Reminder Book in the home.

Several salesmen who have been particularly successful in selling S-263 have requisitioned extra samples of the calendar and have filled in the birthdays, anniversaries and red-letter days that are of interest in their own families, then they carry this sample and show the prospective customer how it works and how it will be used and appreciated by recipients.

Then these salesmen tell the prospect that he can gain and hold the interest of every member of the household for only one penny a month. Sales are the best proof in the world that this idea is worthy of your investigation and adoption.

HOW MUCH IS A CUSTOMER WORTH?

Jim Talcott says a customer's minimum valuation is $100, but here's an instance where a customer proves to be worth many times $100.

In 1929 Allen Cooper made his first sale to an iron works, the order amounting to over $300 and calling for regular current line hangers with a girl subject.

In 1930 the order was renewed and for over $400. Then followed the financial depression but the customer was receiving so many favorable comments on his calendars that Allen Cooper simply refused to permit the advertiser to pass up calendars; the result being that all through the depression, the order was renewed and for thirteen consecutive years the customer has been a consistent user of Gerlach-Barklow art calendars, his orders totaling away over $5,000.

Most of the time this customer has used girl subjects, although on several occasions he has used story-telling pictures and once he used a fine landscape.

Now he has placed his order with Mr. Cooper for "Spirit of America" and the order amounts to nearly $500.

How much was this customer worth to Allen Cooper? And how many such accounts are YOU building in YOUR territory?

"THE JOY OF LIVING"

If you will refer to page 15 of the book of "Artists and Pictures in the '42 Line" you will find a brief reference to this subject and to the artist who painted it.

When we purchased the original Mizen canvas, we knew it was good, but we did not know just how much the calendar-buying public would appreciate its beauty. Now, however, we know definitely that buyers appreciate quality when they see it, because they're expressing their appreciation with orders.

This beautiful outdoor girl is helping G-B salesmen to bring in some mighty nice business; for instance—Bill McNerney, out on the Pacific Coast scores twice for over $800, once to a Livestock Commission House for $654 and once to a Dairy for $165.

Harry Etter, also on the Pacific Coast makes a $412 sale to a Box Manufacturer.

Perc Earl sells it to a Dealer in Brewery Supplies for $327 and Isidor Siegel, another New Yorker sold it to a Lumber Dealer for $263 and to another customer for over $100.

Cliff Higgins made a $208 sale to a Dr. Pepper Bottling Concern and Vincent of New York sold it to a Hardware Dealer for $175.

Bill Herrmann of Michigan made a $171 sale to a Bus Line. Gilmore made a $160 sale to a Transfer and Storage Company and Ben Hartman made a $150 sale to an Employment Agency.

Harold Ricker sold it to a Dealer in Plumbing Supplies for $137 while Bottiggi of Vermont made a $132 sale to a Memorial Dealer. Thurn sold it to an Iron Works for $124 and McCune sells it to a Coal Dealer for the same amount, and again to an Auto Radiator Repair Shop for over $100.

Falls sells it to a Tailor for $100 and Laing to a Lumber Dealer for over $100 while Cooke makes a $100 sale to an Oil Dealer.

Russell sells it to a Business College for over $100 and Charlie Chamberlain sells it to a Coal Dealer for a like amount while Phillips sells it to an Auto Dealer for $112.

Shepard makes a $105 sale to a Funeral Director and Eggleston and Kasper each capture a new $100 account—one a Hardware Store and the other a Furniture Store.

Mrs. Estelle Thompson is so in love with the subject that she sells it twice in one day for over $100—once to a Produce Commission House and again to a Beauty Shop.

Just for your own satisfaction, hang the "Joy of Living" billboard in a good strong light for the next buyer who tells you he wants "Something Different" and see him sit up and open his eyes.

"THE PEAK OF QUALITY AND SERVICE"

G-B SALESMEN ARE MAKING GOOD USE OF THE INDOOR BILLBOARD COPY

On every indoor billboard sample there's a copy suggestion which may be applied to almost any line of commercial enterprise, and it is gratifying to note the fact that Gerlach-Barklow salesmen are making most excellent use of these slogans and copy hook-ups.

For example—here's A. McWilliams of Virginia with a $511 sale of "Silver Dawn" to a Tire Recapping concern, sold when Mr. McWilliams showed his prospective customer his R4 sample and suggested that he use the same copy that appears on the sample.

The order calls for 400 "Silver Dawn" in R4, 500 in R9 and 50 in D55 and the slogan is "THE PEAK OF QUALITY AND SERVICE."

If there's one quality more than another which the advertiser wants to impress upon the mind of the people who buy his wares, it is that of DEPENDABILITY, and that accounts in large measure for the tremendous sales of the Will Rogers calendars with the copy which appears on your billboard samples.

For example—here's Nick Osburn with a $550 sale of Will Rogers to a Chemical Manufacturer and Jim Hartman with a $550 sale of Will Rogers to an Oil Burner Manufacturer, and the copy which appears on your sample billboard is equally suited to both lines of business. A. A. Muldrew went Osburn and Hartman some better, however, by selling it to an Insurance Agency for $682.

Another popular copy hook-up is the one which appears on your sample of "The Joy of Living" namely "WHERE EACH CUSTOMER BECOMES A FRIEND." Perc Earl cashes in on this subject to the tune of $327, selling it to a Dealer in Brewer's Supplies.

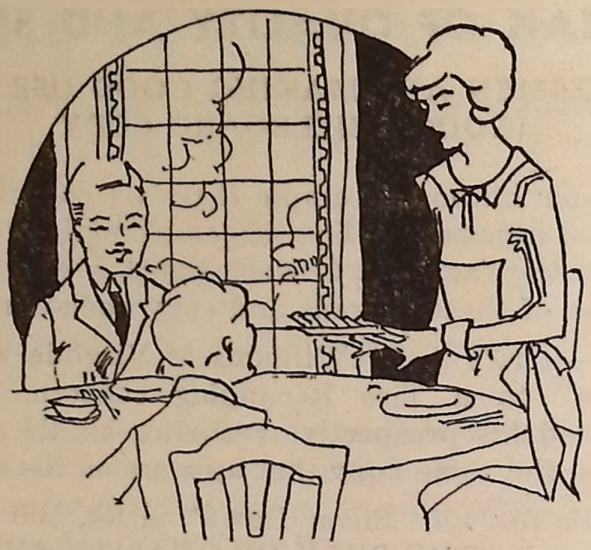
Still another popular copy line is that which appears on your Bluebird billboard, "WE SPECIALIZE IN HAPPY BUSINESS RELATIONS." Sam Haynes figured that this subject was ideal for the furniture dealer and the furniture man agreed with Sam and signed a $562 order.

E. V. Harris went Sam one better and sold it to a Druggist for $631.

Now look at the copy which appears on "Down on the Farm" and you'll readily understand why F. M. Stevenson sold that subject to an Insurance Agency for $380.

"ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER" is the copy line shown on your sample of "My Bonnie Lies Over the Ocean" so Harry Etter sold it to a Creamery for $340.

Every mail brings us a score of fine orders where these copy hook-ups have been used to help sell and to help our customers to sell their merchandise or services. We're glad to see you making good use of these suggestions.



MERRILY I ROLL ALONG

For a long time I have gloated over the fact that my recipe for refrigerator rolls was just about the best ever—never had a failure. In fact, the rolls seemed to be all that could be desired. I was loath to change.

BUT when I decided to try that recipe for Buttermilk Rolls which appears on the next to the last page of "Better Homes—Better Gardens" S257 series, was I ever surprised!

Of course, the directions were very carefully followed (and they were more simple than my original recipe) but still I had my doubts as to the results. When the rolls were ready for the oven the doubts began to fade, and when, twenty minutes later, the oven door was opened, the doubts had all gone. Such rolls as I beheld had never come out of that oven before! Light? I'll say they were and then too, they had just a little different taste from any other rolls—maybe it was the buttermilk. They were really delicious and went over big.

So, I merrily rolled along from my old roll recipe to the new buttermilk Roll Recipe in the S257 Series.

Just thought your customers would like to know this to pass it on to their customers.

Something else next week—maybe.

ELIZABETH BALL.

Even the Birds Have Homes of Their Own—
Why Not You?

THE CHARLES CLAYTON COMPANY

Real Estate and Insurance

1941			FEBRUARY			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	-

THE SALESMAN'S PRAYER

Oh, Lord,
Keep Me Alive
While I Am
Still Living.

(THANKS TO MARVIN MITCHELL)